

# AL NASAQ SDB

## IRAQI MARKET



AL NASAQ SCIENTIFIC DRUG BUREAU  
PROFILE IN THE IRAQI MARKT .





# نقابة صيادلة العراق

## المقر العام

Baghdad- Iraq-Al-Muaari St. Entrance of Al-Mansoor City  
mobil: 07800016916 - 07800016292  
P.O.box 6343  
E-mail: iraqisynd@iraqipharm.com  
www.iraqipharm.com

بغداد- العراق- شارع المعرى- مدخل مدينة المنصور  
موبايل : ٧٨٠٠٠١٦٩٤٦ - ٧٨٠٠٠١٦٩٤٢ - ٧٨٠٠٠١٦٩٤٣  
ص. ب: ٦٣٤٣

الى / الدكتور الصيدلاني مصطفى جابر مهنا  
صاحب اجازة مكتب الشم العلمي لدعابة الادوية  
الموضوع / منح اجازة فتح مكتب علمي لدعابة الادوية

٤٤٩٦٥  
التاريخ  
٢٠١٧/٣/١٨

نهديكم أطيب التحيات ..  
 ١- استناداً الى قرار الكشف المرقم (٥٠٢) في ٢٠٢٢ / ٣ / ٨ والمتضمن توافر الشروط المنصوص عليها في التعليمات الخاصة بالمكاتب العلمية لدعابة الادوية في محل المراد اخذاً مقراً للمكتب الواقع في محافظة بغداد - حي المنصور / محله ٦٠٣ / زقاق ٦٠٣ / محل المرقم ٧ (قرب مدرسة التنمية والأبداع) وبمساحة ٢٤٨ م٢ .  
 ذلك توافق على منحك اجازة فتح مكتب علمي لدعابة الادوية باسم ((مكتب الشم العلمي لدعابة الادوية)) واسناد مسؤولية ادارته بعهديك .  
 ٢- لا يعطي له حق الاستيراد الا من الشركات التي يمثلها .  
 ٣- تلغى اجازة المكتب في حالة مرور ستة أشهر ولم يحصل على تمثيل شركة دوائية او اكثر مع تذليلنا لكم بالموافقة في عالمكم الجديد .

الصيدلاني الدكتور  
مصطفى محمد أمين الهيثي  
نقيب صيادلة العراق  
٢٠٢٢ / ٣ / ٨

الدكتور  
السيد العيسوي  
الأمير المؤمن

### نسخة منه الى /

- وزارة الصحة / دائرة التفتيش ٠٠ مع التقدير .
- وزارة الصحة / دائرة الامور اللينة / قسم الصيدلة ..
- الشركة العامة لتسويق الأدوية والمستلزمات الطبية / فرع البصرة (التابع) / التفضل بالاطلاع ، على ان يتم تزويد الوزارة والنقابة ببيان المكتب خلال ٣٠ يوم من تاريخ اصداره الفتح . مع التقدير .
- البنك المركزي - التحويل الخارجي .
- وزارة التجارة / الشركة العامة للمعارض والخدمات التجارية العراقية .
- الهيئة العامة للកمارك .
- الهيئة العامة للضرائب / قسم الاعمال التجارية والمهن .
- اصحاب المكتب .
- الاصدار الشخصية .
- الحاسبة .
- روزي



# Syndicate of Iraqi Pharmacists



Baghdad- Iraq-Al-Muaari St. Entrance of Al-Mansoor City  
Mobile:07901189655 - 07703910513  
Tel : 5372432 - 5372434 - Telfax: 5372433 P.O.box 6343  
E-mail: home@iraqipharm.com  
www.iraqipharm.com

# نقابة الصيادلة

بغداد- العراق- شارع المعرى- مدخل مدينة المنصور  
موبايل : ٧٧٠٣٩١-٥١٣ - ٧٩٠١٨٩٦٥٥ - ٠٧٧٣٩١٥١٣  
هاتف : ٥٣٧٢٤٣٤ - ٥٣٧٢٤٣٣ - تلفاكس ٥٣٧٢٤٣٣  
ص. ب: ٦٣٤٣

العدد :

٦١٧٢٤٣٣  
التاريخ :

الى / الدكتور الصيدلاني حسن علاء الدين مير على  
صاحب اجازة مكتب النسق العلمي لدعابة الادوية  
الموضوع / منح اجازة فتح مكتب علمي لدعابة الادوية

### نهديكم أطيب التحيات ..

١- استناداً الى قرار الكشف المرقم (٢٧٢) في ٢٠١٧/٣/١٨ .  
 والمتضمن توافر الشروط المنصوص عليها في التعليمات الخاصة بالمكاتب العلمية لدعابة الادوية في في محل المراد اخذاً مقراً للمكتب الواقع في محافظة بغداد - المنصور - محله ٦٠٣ - زقاق ٦٠٣ / (قرب معد المعلومات في المنصور / قرب مستشفى السلام الاعظم)  
 وبمساحة ٤٤ م٢ .  
 اذاك توافق على منحك اجازة فتح مكتب علمي لدعابة الادوية باسم (مكتب النسق العلمي لدعابة الادوية) واسناد مسؤولية ادارته بعهديك .  
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الدكتور  
مرتضى مطر التشريفي  
نقيب صيادلة العراق  
٢٠١٧/٣/١٨



### نسخة منه الى /

- وزارة الصحة / مكتب المفتش العام ٠٠ مع التقدير .
- وزارة الصحة / دائرة الامور الفنية / قسم الصيدلة ٠٠ مع التقدير .
- الشركة العامة لتسويق الأدوية والمستلزمات الطبية / قسم الاعلام الدوائي / للتفضل بالاطلاع مع نسخة من هيئة المكتب .. مع التقدير .
- البنك المركزي - التحويل الخارجي .
- وزارة التجارة / الشركة العامة للمعارض والخدمات التجارية العقارية .
- الهيئة العامة للកمارك .
- الهيئة العامة للضرائب .
- اصحاب المكتب .
- الاصدار الشخصية .
- الحاسبة .



إجازة صاحبة علوي - محدث فاطمة الصيدلانية الدكتور إلى

م / فتح مذخر للجمهور

استناداً إلى الامر النقابي المرقم ١٠١٩ في ٢٩/٤/٢٠١٨، وبإحاقاً بكائناً المرقم ٤٠٦٠  
المورخ في ٣/٦/٢٠١٨.

بناءً على ماجاء بقرار لجنة الكشف في القائمة المرقم ٥١٥ المؤرخ في ٢٠١٦/٦/٢ ، المتضمن ليه  
الملحق الذي ترجم فتح مذخركم فيه المسى («مذخر أدوية الميزن») الواقع في محافظة بغداد -  
المنتسب - محلة ٦٠٧ - زقاق ٣ - (قرب مول المنصور) وبمساحة ٢٨٣ م٢ .  
ونظرًا لتوفر الشروط المقررة في المذخر المذكور اعلاه توافق على فتحه للجمهور وأسناد مسؤولية  
الى ٢٠١٦ بعديتك

٦ / الدكتور الصيدلاني  
حيدر فؤاد ابراهيم المصانع  
الكتاب الأول لتقدير صيادلة العراق  
٢٠١٨/٦/١



فہرست

وزارة الصحة - دائرة التغذية .. مع التغذير  
 دائرة صحة محافظة بغداد - الكرخ / التغذى بالاطلاع .. مع التغذير  
 جنة التغذى في القابة / التغذى بالعلم .. مع التغذير  
 لهيئة العامة للمتراث  
 الملف الشخصي ٩٦٤٨  
 الملف المذفر  
 القابة سعادة العراق  




**ALNasaq S.D.B. is 600 square meter building has  
3 meeting rooms ( 6 , 12 , 18 person )  
and separated departments**





# WAREHOUSE IN IRAQ

- Baghdad warehouse : 4 refrigerated rooms , 220 pallets storage capacity
- We added 900 m<sup>3</sup> in Baghdad in may 2020 as we received goods of 2 new companies , 300 pallets capacity
- Erbil warehouse : 320 pallets
- Inventory check is done on daily bases for specific items , weekly bases for specific company , monthly for all SKUs and can be provided if needed at any time .



# WAREHOUSE IN IRAQ



# INTRODUCTION

- **Al Nasaq** as a company has build a model that has proved to be most efficient in the Iraqi market following several experiences .
- **Al Nasaq** has developed several entities and partnerships in the local market that serves as a solid channel to furnish the business with best access and support to host and nourish new opportunities .
- **Al Nasaq** was established in 2017

# PARTNERSHIPS IN THE IRAQI MARKET

- **Al Nasaq** has the ownership of al-yazan drug store in Baghdad for direct sales to Baghdad pharmacies .
- **Al Nasaq** had partnership with Grand pharma company in KRG to facilitate legalization of documents in KMCA .
- **Al Nasaq** had commercial company called fajir alnasaq to distribute sanpharma company ( lollipop products and gummies) .
- **Al Nasaq** has the ownership of alshamam S.D.B. ( new official scientific office , established in 2022 ) .

# MILE STONE

2017

Establishment of nasaq S.D.B. we started with adipharm and Cedem company

2018

Subdistribution of Deva , Pharmactive from Aladeeb S.D.B. / Osel direct

2019

CT direct contract/ AlYazan D.S. added to the group for direct order to Baghdad pharmacies

2020

Dar aldawa direct contract / new storage capacity added to the S.D.B.

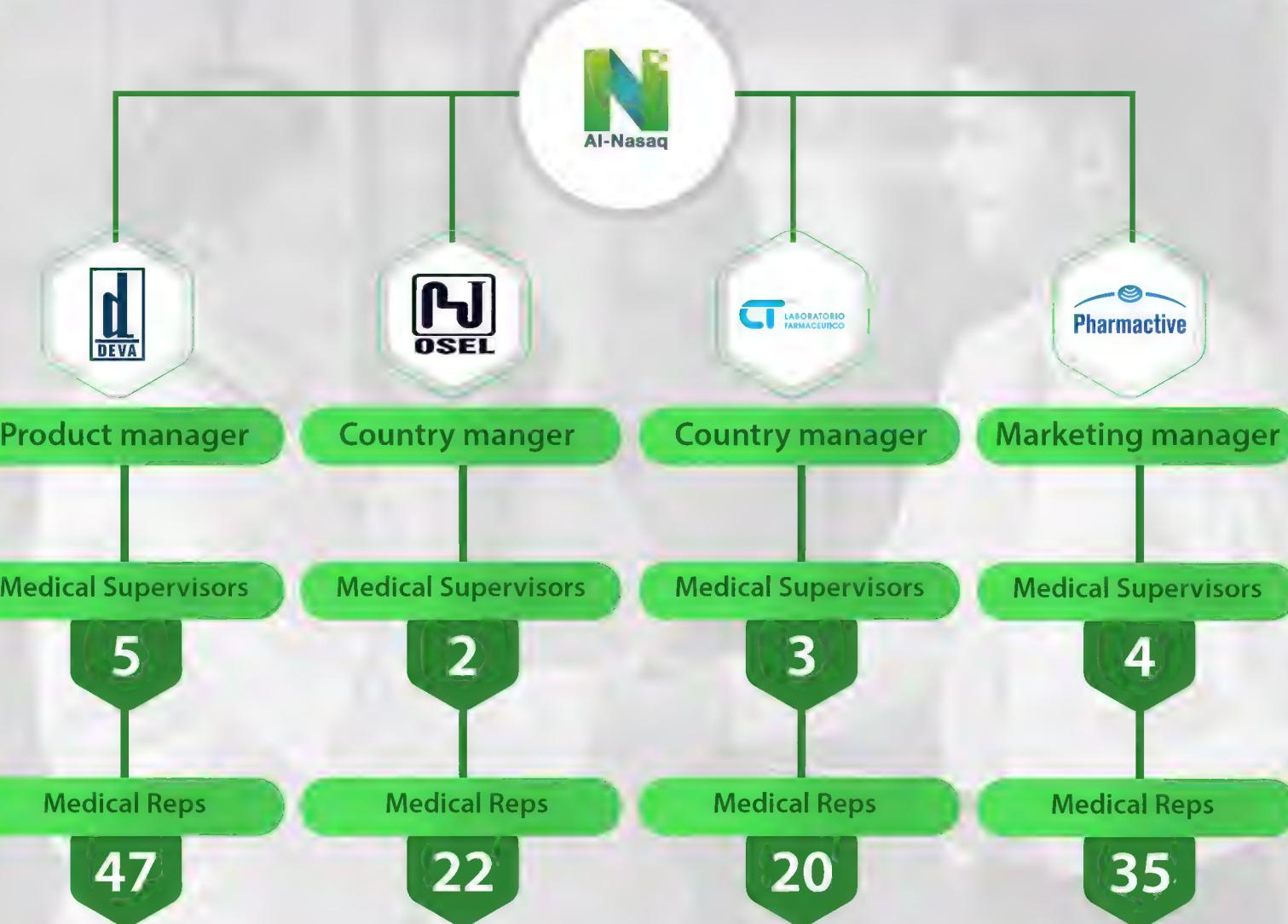
2021

Partnership with grand pharma in Erbil



- Financial and accountant department: 3 employees
- Registration department : 2 employees
- Call center and Orders follow-up 4 employees
- IT and designer : 1 employee
- Inventory and supply department consist of 10 person : 7 office boys  
1 responsible for sales return , 1 responsible for daily inventory and  
inventory manager
- 5 drivers to 5 delivery vehicles
- Sales team consist of 40 med rep and 5 supervisors covering all Iraq  
Responsible for :
  - ① debt money collection
  - ② follow-up for stocks at pharmacies drug store level
  - ③ liquidation and OTC campaigns
- Coverage ( 4500 pharmacies and 350 drug store)

# AL NASAQ PROMOTIONAL TEAM STRUCTURE



# AL NASAQ SDB

## IN IRAQI MARKET

### OWNERS

DR. Omar Mohameed

DR. Ahmed Abdul Ghafoor



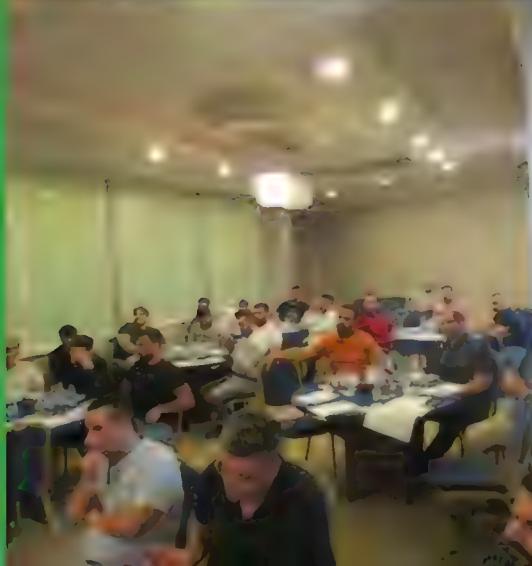
# ALNASAQ MANAGEMENT TEAM TRAINING

## ERBIL , MAY 2022



# ALNASAQ MANAGEMENT TEAM TRAINING

## ERBIL , MAY 2022



# ALNASAQ MANAGEMENT TEAM TRAINING



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# WAREHOUSE IN IRAQ



# SALES TEAM

- Selling process direct from our company to pharmacies in Baghdad ( 14 salesmen)
- From company to Baghdad drug stores (3 salesmen)
- From company to provinces drug stores (14 salesmen)
- Supervised by 4 supervisors
- Managed by sales manager



# LIQUIDATION SUPPORT TEAM

- Selling process From Baghdad drug stores to Baghdad pharmacies (7 salesmen managed by team leader )
- From provinces drug stores to provinces pharmacies ( have 14 salesmen managed by 3 team leaders )



# REGISTRATION TEAM

- Adipharm site registration and company registration in 2018
- Dar al dawa items ( 6 items ) registration pricing 2020 & 2021
- Osel site , company registration ( 2020) and items registration with pricing (2021)
- CT site and company registeration , 3 items registration
- Deva and pharmactive product registration ( 30 items )

# MARKETING AND SALES MODEL

- Al Nasaq is working with full marketing and distribution model , were we are responsible for all details related to marketing inside Iraq with the help and guidance of the principals and marketing consultants in the market.
- this model has proven its efficiency in maximizing the company potential in the market for small business companies and newly emerging company .

# EXAMPLES OF MARKETING ACTIVITIES

- Sponsoring many of Iraqi societies meetings inside Iraq
- Site visits & stand alone meeting for around more than 500 Physicians during 2021 , 2022 , 2023
- Sponsoring international participation of KOLs in international events
- Top 100 pharmacies purchasing ( special offers ) partnership pharmacies project
- Top 20 drug stores partnership ( special offers vs special quantities )
- Direct management team for each the company ( country manager , product managers , sales territory manager )

# WHY AL NASAQ

- Regular shipment through confirmed LCs from reliable Iraqi Banks ( TBI and NBI ) to ensure steady flow of shipments.
- Storage inside Iraq ( not remote storage), having a steady buffer stock of 3-4 months at all times ( minimize fluctuation in stock availability and out of stock situation)
- Coordinating with principals in a proactive way to secure stocks ahead of time in case of special promotions and activities to ensure proper branding and image of company and product .
- Directly distributing through Al Nasaq Team inside Iraq.
- Professionally recruiting the promotional team to meet company's standard and achieve needed targets .
- Managing the promotional team directly through Al Nasaq with support from company

# WHY AL NASAQ

- We believe that proper documentation and accurate reporting is KEY success factor
- Improving internal processes to reach highest standards to ensure proper follow up.
- Committed distribution even to remote ,less accessible pharmacies and drug stores through strict coordination to meet all orders.

# OUR COMPANIES



Savvy Pharma



RAM PHARMA



OSEL

Potafast 50 mg  
Dicitrimec Potassium  
Powder For Oral Solution



# OUR COMPANIES



**RAM Pharma was established in 1992 as a manufacturer of reliable Assured medicine pharmaceutical dosage forms with an extensive product portfolio. Led by its slogan,**

**RAM Pharma proudly attributes its market success to an extensive pharmaceutical dosage products portfolio with top international standards and continuously strives to not only meet but also exceed customers' expectations.**

**Where that is brought together by high caliber human resources, unique industry insights, and advanced capabilities, RAM Pharma continues to achieve remarkable results.**

# OUR COMPANIES



Savvy Pharma

**SAVVY PHARMA a highly focused generic pharmaceutical company dedicated to delivering high quality medicines and making them accessible to patients. This is done through excellence in innovation, development, manufacturing, and commercialization to eventually offer high-quality, cost-effective products**

# OUR COMPANIES



**Delorbis Pharmaceuticals Ltd as a leading branded generic pharmaceutical company, offers a broad portfolio of more than 100 pharmaceutical products. At DELORBIS, we are dedicated to offer a balanced portfolio of EU-approved branded generics in accordance to local therapeutic needs.**

**We are proud of expanding our activities in more than 35 markets in the Middle East, Africa, Far East and CIS. Through our global strategic partnerships, we have managed to acquire one of the strongest generic pipelines.**

**Today DELORBIS, through combination of marketing and sales efforts created strategies to ensure constant growth. We work together with our partners to identify product opportunities. At DELORBIS, we strongly believe in keeping the customers satisfied and providing them with pharmaceutical products at affordable price.**

# OUR COMPANIES



## About Osel İlaç

**The brief history of Osel İlaç is as follows;**

**First of all, the business; It was founded in 1917 by Mir-General Mehmet Zekai Bey for his son Ömer Hikmet Bey, who was studying at Istanbul University Faculty of Chemistry, under the name of "Medical Preparations Laboratory", in a small room of the mansion number 58 in Çengelköy Kuleli Hastanesi Street, as Turkey's first Parenteral Solution Producer. started its operations.**

**The business, which continued its production in its location in Çengelköy for many years, started to experience space shortage as the product range expanded, and was taken over by the Camcı Family in 1982 and established as "Haver İlaç San. and Tic. A.Ş." The factory, which took its name, was moved to its current location in Beykoz, which has an open area of 22 thousand square meters and a closed area of 32 thousand square meters.**

**The company has been continuing its production activities under the title of Osel İlaç since 2006.**

# OUR COMPANIES



**Founded in Sanremo Italy in 1946, since the beginning, Laboratorio Farmaceutico CT Srl shows a strong vocation in developing new product for Pharmaceutical market.**

**Wide range of pharmaceutical products have been developed by Laboratorio Farmaceutico CT Srl and marketed worldwide.**

**Today Laboratorio Farmaceutico CT Srl, with a total surface of 10.000 sqm of manufacturing plants and research laboratories, still invests and obtains results in treatment of alcohol addiction.**

# OUR COMPANIES



**Ellez Pharma Ltd is an active company incorporated on 23 June 2022 with the registered office located in New Malden, Greater London. Entered Iraqi market and achieved good reputation..... Expansion in food supplement is main goal for this company by delivering excellent quality unique formula**

# OUR COMPANIES



**pharmactive :**

**Humanis, formerly established as Pharmactive in 2010, works with the understanding of "How happy is the one, who provides remedies for the illness of the others".**

**The foundations of Humanis' production facility in Çerkezköy were laid on 14 February 2011, with the mission of "to develop and produce pharmaceuticals at high quality standards and to be active for human health by making pharmaceuticals accessible to everyone".**

# OUR COMPANIES



**Pharmex Group is a Spanish pharmaceutical company founded in August 2016 through the acquisition of the portfolio and the manufacturing plant of Laboratorios Pérez Giménez.**

**In 2018 Pharmex launched its products into the Spanish market and began its international expansion.**

**It is constituted by a Group World Headquarter in Switzerland, a Group Operational Headquarter in Madrid and a Manufacturing site based in Córdoba (Spain).**

# OUR COMPANIES



**Established in 1958, DEVA Holding is among the well-established pharmaceutical manufacturers in Türkiye. With the main area of operations including manufacturing and marketing medicinal products for human and use and raw materials, DEVA Holding also manufactures veterinary medicines, eau de Cologne, and medical ampoules.**

**Currently, its product portfolio contains more than 650 products in 14 therapeutic areas, ranging from oncology to cardiology, respiratory system and ophthalmology, as well as medical devices.**

**With progressively expanding regional growth and export operations, DEVA Holding is the holder of 1,029 marketing authorizations in 69 countries, including the USA, Switzerland and Germany. Founded under the brand name of Devatis in Germany and then in Switzerland, the company received registration approval in 2018 and having been established in the USA under the same name, accelerated its activities.**

# AL NASAQ SDB

## IRAQI MARKET



Thank  
You!



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